

AMENDMENTS TO THE CLAIMS:

The listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF THE CLAIMS

1. - 10. (Canceled)

11. (Currently Amended) A method of embossing a media with a press comprising:

placing a media against an embossing template;

selecting an elastomeric embossing pad having a selected hardness,
wherein the pad and hardness is selected to adjust the amount of the spread of press
forces over the media and embossing template during pressing;

placing the selected an elastomeric embossing pad having a preselected hardness against the media; and

pressing the media, the embossing template and the embossing pad in the press to emboss the media with the embossing template.

12. (Canceled)

13. (Original) The method defined in claim 11 wherein the elastomeric embossing pad has a hardness from about A20 shore to about A80 shore.

14. (Original) The method defined in claim 13 wherein the elastomeric embossing pad has a hardness from about A40 shore to about A65 shore.

15. (Canceled)

16. (Currently Amended) The method defined in claim 11 15 wherein the selecting step comprises selecting an embossing pad having a lower hardness to increase the spread of press forces over the embossing template.

17. (Currently Amended) The method defined in claim 11 15 wherein the selecting step comprises selecting an embossing pad having a higher

hardness to decrease the spread of press forces over the embossing template.

18. (Original) The method defined in claim 11 further comprising selecting the hardness of the elastomeric embossing pad to adjust the amount of deformation of the elastomeric embossing pad thereby adjusting the pressure applied to the embossing template and the media by the press forces during the pressing step.

19. (Original) The method defined in claim 18 wherein the selecting step comprises selecting an embossing pad having a lower hardness to reduce the pressure applied to the embossing template and the media by the press forces more than using an embossing pad having a higher hardness.

20. (Original) The method defined in claim 18 wherein the selecting step comprises selecting an embossing pad having a higher hardness to reduce the pressure applied to the embossing template and the media by the press forces less than using an embossing pad having a lower hardness.

21. (Original) The method defined in claim 11 wherein the embossing template is an embellishing die.

22. (Original) The method defined in claim 21 wherein the embossing template is an embossing die.

23. (Original) The method defined in claim 11 wherein the embossing template is not a die.

24. (Original) The method defined in claim 11 further comprising placing a platen plate assembly against the elastomeric embossing pad, and the pressing step includes pressing the media, the embossing template, the elastomeric embossing pad, and the platen plate assembly.

25. (Original) The method defined in claim 24 wherein the platen plate assembly includes first and second portions and the pressing step includes pressing the media, the embossing template, and the embossing pad between the first

and second portions.

26. (Original) The method defined in claim 24 wherein the platen plate assembly is formed of high density polyethylene.

27. - 41. (Canceled)